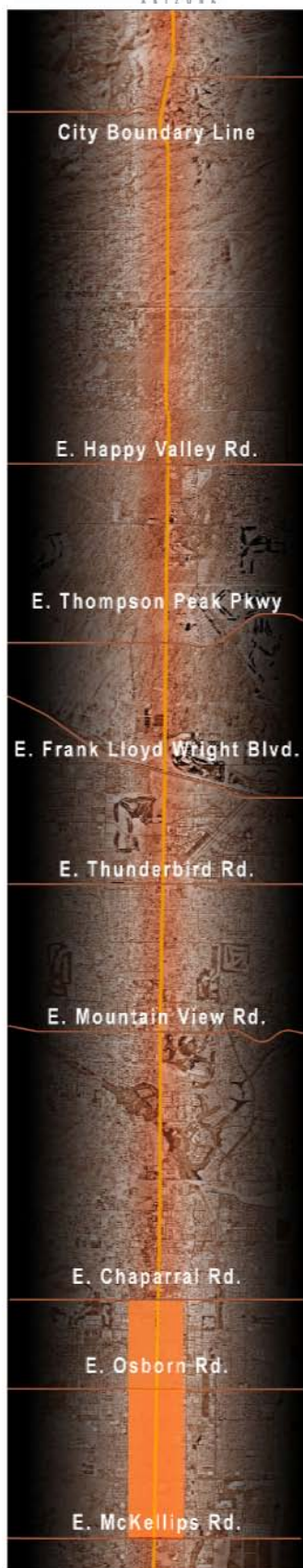


Scottsdale Road

Streetscape Master Plan, Design Guidelines, and Preliminary Design

Project Information Sheet • September 2005



Project Description

The City of Scottsdale is developing a master plan and streetscape designs for Scottsdale Road. The project includes:

- *Phase One:* Preliminary streetscape design for Scottsdale Road from McKellips Road to Osborn Road.
- *Phase Two:* Preliminary streetscape design for Scottsdale Road from Osborn Road to Chaparral Road and a downtown multi-modal circulation study.
- *Phase Three:* Comprehensive streetscape master plan and design guidelines for the entire 25-mile length of Scottsdale Road.



Existing conditions on the southern segment of Scottsdale Road

Project Purpose

The overall purpose of the project is to create an integrated “signature” streetscape design that will enhance the aesthetic of the road, respect neighborhoods, provide opportunities for public art, improve mobility for pedestrian, bicycle, and transit travel, and preserve the opportunity for future high capacity transit.

Project Goals

- Establish an identity and visual character for Scottsdale Road as a “signature” corridor along its entire length.
- Recognize and strengthen the sense of place of the established unique character areas along Scottsdale Road, while linking each to the next adjacent one.

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You're Invited!

Please come to an interactive workshop to express your thoughts.

Public Workshops

**Wednesday, October 26, 2005
6:30-8:30 p.m.**

*Focus on Phase One design ideas
and public art concepts*

**Thursday, October 27, 2005
6:30-8:30 p.m.**

Focus on initial input for Phase Two

**Community Design Studio
~ Nave ~**

7506 E. Indian School Road
(NE corner of Indian School Road
and 75th Street)
Scottsdale, AZ 85251

Questions?

For more information please contact

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Project Goals

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- Challenge the community and adjacent property owners to look beyond the “norm” to achieve a higher level of character and pride along this vital corridor.
- Strategize ongoing opportunities, both public and private, to realize the vision, which will exemplify the community values of the signature street.



Design Team

The Scottsdale Road Streetscape Master Plan and Design Guidelines project is being led by Otak, Inc in partnership with the City of Scottsdale and the Scottsdale Cultural Council. The design team is comprised of urban designers, landscape architects, planners, civil engineers, traffic engineers, architects, and environmental graphic designers. The design team is working in conjunction with the project team artists, Bob Adams and Buster Simpson, to ensure that art is an integral element of the project.



Project Schedule

The project initially focuses on the streetscape design of the southernmost segment of the corridor from McKellips Road north to Osborn Road. During the project’s second phase, the design team will focus on the streetscape design of the downtown portion of the corridor from Osborn Road north to Chaparral Road. The design team will also conduct a Downtown Multi-Modal Circulation Study during the initial phase of the project. The streetscape designs for the two segments described above will then be developed into construction drawings.

On a concurrent project schedule, an overall streetscape master plan and design guidelines will be developed for the entire length of Scottsdale Road. The master plan will address the remaining segments of Scottsdale Road building upon decisions made during the initial and second phases of the project.

